

4/9/2 (Item 2 from file: 9)

DIALOG(R) File 9:Business & Industry(R)

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**South Florida Companies at Forefront of E-Printing Trend**

**(PrintOnTheNet.com will become the first company worldwide to carry IBM's e-business mark when it launches its Web site in August 1999)**

Miami Herald , p N/A

July 17, 1999

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**ABSTRACT:**

-New employees know the procedure: Ask the boss for business cards, wait for a call from the purchasing department, provide the personal information, wait for the proof, approve the proof, then wait for cards. Depending on the organization, it can take anywhere from weeks to months. Now, imagine an online print shop where an employee accesses the company's business card template, types in the information, places the order and receives the cards within 48 hours. The \$84 billion printing industry is discovering the Internet. A small but growing number of companies nationwide are beginning to change the ways of traditional business printing. In the thick of it is a fledgling South Florida print company with an ambitious business plan that on Monday will officially receive IBM's e-commerce stamp of approval. PrintOnTheNet.com will be the first full-service print company worldwide to carry IBM's e-business mark when it launches its Web site in August. PrintOnTheNet.com's eight programmers either have worked for IBM or have worked extensively with IBM Net.Commerce applications. Consequently, they are heavily using IBM technology to make PrintOnTheNet.com's Web site run. IBM's involvement, however, does not make an e-business. To qualify, companies must disclose information about their online ventures and agree to an on-site inspection, said Jason Fiorotto, IBM's e-business Mark Program Manager. About 1,900 global online ventures have received the mark, but only a little more than 100 are companies with fewer than 50 employees. With a staff of 12, PrintOnTheNet.com is one of the smallest. Of the estimated 60,000 commercial and quick-print shops nationwide, an increasing number are taking to the Web to process orders, said Linda Wilson, spokeswoman of the National Association of Printing Leadership. Online commercial printers are further discussed in the full-text article.

**TEXT:**

Jul. 17--New employees know the procedure: Ask the boss for business cards, wait for a call from the purchasing department, provide the personal information, wait for the proof, approve the proof, then wait for cards. Depending on the organization, it can take anywhere from weeks to months.

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ambitious business plan that on Monday will officially receive IBM's e-commerce stamp of approval.

PrintOnTheNet.com will be the first full-service print company worldwide to carry IBM's e-business mark when it launches its Web site in August.

"Being recognized as an IBM e-business is the best thing that could have happened to us," said PrintOnTheNet.com President Sam Rogatinsky. Adds chief executive, brother Ben Rogatinsky: "There may be other guys out there, but right now we're the only public print company with the IBM e-business mark."

IBM, which has revitalized its own stock by providing e-commerce hardware and software solutions to Internet ventures, began the e-business program 18 months ago to build its brand name and help consumers identify secure and reliable Web sites.

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IBM's involvement, however, does not make an e-business. To qualify, companies must disclose information about their online ventures and agree to an on-site inspection, said Jason Fiorotto, IBM's e-business Mark Program Manager.

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"The best thing about their solution is that it's a one-stop shop for a company's printing needs," said Jason Fiorotto, manager of the IBM program. "Many companies will do a portion of their business online, but very rarely do you see the full solution that PrintOnTheNet.com is providing." Of the estimated 60,000 commercial and quick-print shops nationwide, an increasing number are taking to the Web to process orders, said Linda Wilson, spokeswoman of the National Association of Printing Leadership.

And while the idea has been widely discussed, any company that achieves full-service printing is breaking new ground, said David Steinhart, CEO of PrintImage International, a trade association for more than 3,000 quick printers, copy shops and small commercial printers.

Nationwide, only a handful of companies are trying. Most of the leaders are privately held, and few have reported profits.

iPrint.com, of Redwood City, Calif., takes orders from consumers who seek everything from personalized Post-it Notes to cups. Washington-based ImageX.com courts corporate clients who want to shorten the print cycle and reduce administrative work. And San Francisco-based printChannel provides commercial printers with the technology to take orders online, process them through printChannel and then deliver the product.

PrintOnTheNet.com plans to target consumers, then corporate clients.

"It's a very ambitious plan," said printChannel CEO Oliver Pflug, who recently visited PrintOnTheNet.com's Miami headquarters. "It can be done, but it's going to be a challenge. And they will have plenty of competition."

PrintOnTheNet.com's fiercest competitor may come from Boca Raton.

The JKG Group, a brick-and-mortar printing provider with 1998 revenue of \$8 million, spent \$500,000 developing its own proprietary Web site. JKG, which is in the final testing phase, plans to roll out its site by month's end.

Said JKG partner Mike Kind: "It sounds like we've got a race."

PrintOnTheNet.com officially launched as a public company on March 11 through a reverse merger with Net Lnnx -- a Pennsylvania penny stock that had been looking to be acquired by an Internet startup. The Rogatinsky brothers, who had successfully consolidated eight Dade print shops in three years, saw the merger as the quickest route to generate money for acquisitions.

When the merger was announced, shares skyrocketed from about 25 cents to \$3. But as of last week, they had settled around \$1.50 -- still a 450-percent return since the beginning of the year. Filings with the Securities and Exchange Commission show that before the merger, Net Lnnx had no assets or revenue.

Stockholder Ken Thomas, a 44-year-old Palm Beach Realtor and insurance agent, began buying stock 10 months ago when Net Lnnx was trading at 30 cents. After the merger, he has continued to buy.

"This is just an unbelievable concept," said Thomas, who now owns more than 100,000 shares. "I think people will catch on."

To date, PrintOnTheNet.com has no revenue. But the company is spending more than \$1.5 million to renovate a 32,000-square-foot printing center in Fort Lauderdale behind the Ron Cochran Public Safety Building near Broward Boulevard and Interstate 95. After the center is completed next month, the company will fuel growth by funneling business from the Rogatinskys' existing Miami print companies, which had combined revenue of \$13 million last year. PrintOnTheNet.com also plans within a month to acquire three Broward companies that generate annual revenue of \$2 million. Within the coming year, the company intends to sell more shares to the public and launch a \$1 million ad campaign that includes a racing sponsorship already under way with John "Chevy" Leavy.

With each acquisition, the Rogatinskys plan to follow the same formula they used in acquiring their original company, National Lithographers: retain management, modernize equipment and eliminate waste while offering high-quality products at competitive prices.

"We've been in this business a long time," said Carol Pierce, chief technology officer at PrintOnTheNet.com and electronic pre-press manager at National Lithographers. "We know what customers want."

PrintOnTheNet.com's management core consists of Ben Rogatinsky, 31, a certified public accountant; Sam Rogatinsky, 29, a former customs lawyer; chief financial officer Paul Lambert, 31, a former financial consultant at Arthur Andersen; and Pierce, 48, an industry veteran who has spent a dozen years converting outdated brick-and-mortar shops to digital technology.

The Rogatinskys and Lambert own 87 percent of the company's stock. Pierce and the company's programmers are working for stock options in lieu of salary. Those options will be distributed at the July 26 shareholders meeting. The company also officially will change its name from Net Lnnx to PrintOnTheNet.com and begin trading under the symbol POTN.

Though PrintOnTheNet.com's Web site initially will cater to consumers,

company officials said its future will hinge on business-to-business transactions with corporate clients. In 1998, Forrester Research reported consumer sales accounted for \$8 billion of Internet revenue as compared with \$43 billion generated by businesses selling to each other.

By fall, PrintOnTheNet.com plans to provide secure folders to corporate clients who print from different sites. The folders will enable authorized employees to create new documents for later retrieval or to customize existing brochures for immediate printing.

Radisson Seven Seas Cruises, a client of National Lithographers for the past five years, has committed in writing to be one of PrintOnTheNet.com's first corporate clients to test the folder concept. The cruise line anticipates saving a lot of time and money.

A simple postcard could be printed in three days instead of 10, Marketing Director Patricia Weir said. With more than 200 marketing pieces and 7,000 travel agents nationwide, the savings add up. Plus, Radisson's 13 sales directors will be able to assist more agents.

"It opens up a lot of options to those who are Internet savvy," Weir said. "This is a great advantage to businesses that do a lot of printing." Jana Soeldner Danger contributed to this report.

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COMPANY NAMES: PRINTONTHE NET COM  
PRODUCT NAMES: Commercial printing (275000)  
CONCEPT TERMS: All company; All market information; All product and  
service information; Capacity; Internet activity; Market size; Quality;  
Sales  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

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**E-Commerce in Printing: Update on The News and the Workflow Issues. (Company Business and Marketing)**

Dyson, Peter E.

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TEXT:

AS WE PREDICTED in our November article on E-commerce in printing (see Vol. 29, No. 5), the vendors of E-commerce systems have begun to increase the integration of their systems with other parts of the workflow. Seybold Seminars Boston provided the venue for several key announcements in this